

# GRAND COUNTY TOURISM PROFILE

County Indicator	2009	2010	2011	% Change 2010-2011	State Ranking
<b>DEMOGRAPHIC</b>					
Population	9,034	9,296	n/a		
Total Non-Ag Employment	4,518	4,494	n/a		
Non-Ag Avg Monthly Wage	\$2,280	\$2,294	n/a		
Per Capita Income	\$32,551	\$33,098	n/a		
Unemployment Rate*	9.5%	10.5%	n/a		
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$107,463,993	\$125,728,555	\$129,936,576	3.3%	8
Travel & Tourism Related Employment	2,073	2,367	2,347	-0.8%	8
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$5,631,690	\$6,575,691	\$6,852,871	4.2%	8
Transient Room Tax	\$1,468,312	\$1,581,175	\$1,591,362	0.6%	5
Restaurant Tax	\$332,338	\$352,481	\$363,890	3.2%	11
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$264,614,523	\$262,101,107	\$280,243,588	6.9%	16
<b>REGIONAL VISITATION COUNTS</b>					
Thompson Springs Welcome Center	82,695	79,442	72,761	-8.4%	
Glen Canyon N.R.A.	2,038,931	2,120,559	2,285,276	7.8%	
Arches N.P.	996,306	1,022,823	1,040,756	1.8%	
Canyonlands N.P.	436,819	435,907	473,769	8.7%	
Dead Horse Point S.P.	179,157	169,595	182,419	7.6%	
Green River S.P.	25,190	23,282	23,571	1.2%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

r=revised

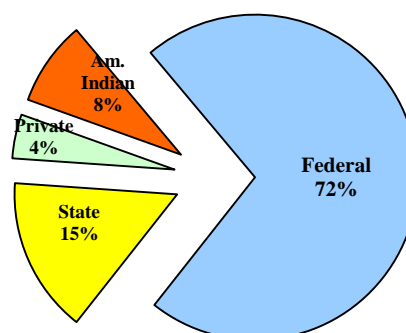
Land Ownership - 2011	No. of Acres	% Total
<b>Total Acres in County</b>	<b>2,351,436</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>1,690,481</b>	<b>71.9%</b>
BLM	1,554,949	66.1%
US Forest Service	57,299	2.4%
National Park Service	76,603	3.3%
National Wildlife Service	--	--
Other•	1,630	0.1%
<b>State Government</b>	<b>364,607</b>	<b>15.5%</b>
Utah State Parks & Recreation	3,225	0.1%
Utah State Wildlife Reserves	8,607	0.4%
State Trust Lands	347,407	14.8%
Other••	5,368	0.2%
<b>American Indian</b>	<b>198,083</b>	<b>8.4%</b>
<b>Private*</b>	<b>103,344</b>	<b>4.4%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2011



# Grand County Tourism Profile

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